

# AI Reputation Analysis and Signal Evaluation - STARZ

## BRAND AI REPUTATION

### Arts, Culture & Entertainment Reputation: STARZ (starz.com)

https://starz.com

Industry: Arts, Culture & Entertainment



## ARTS, CULTURE & ENTERTAINMENT

### 67.5 Avg Reputation

Based on 1884 businesses audited.

REPUTATION LEVEL

#### HIGHER REPUTATION THAN AVERAGE

STARZ has 1.5 points more reputation than the average for Arts, Culture & Entertainment.

## EXPERT VERDICT

STARZ is a substance-heavy product catalog marred by technical laziness and standard corporate jargon. It avoids the typical 'visionary' BS of the industry by letting its library do the talking, though it fails to technically anchor its authority with proper heading hierarchies or robust schema.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

22

73% Reputation

The Information Density score is low, as the site prioritizes substance over fluff. While headings like 'Boundary Breaking Originals' and 'Bold Originals' utilize power words, they are immediately supported by specific nouns and summaries of shows like 'Power Book III: Raising Kanan' and 'Outlander'. The body text provides granular plot details, season numbers, and specific character names (e.g., Sam Heughan, Demetrius Flenory), maintaining a high ratio of specific data to marketing jargon.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero detectable semantic drift between the homepage and sub-pages. The homepage hero promise of 'Captivating Original Series' and 'Bold Storytelling' is substantiated across the internal catalog of shows. Although the sub-pages for signup and offers were insufficient in the crawl, the structural hierarchy of the site remains focused on the primary service delivery of streaming entertainment.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

11

55% Reputation

### DIAGNOSIS: TRUST THEATRE

Trust theatre is present but moderate; the homepage reports a review\_count of 94 with only 2 proof\_links\_count, suggesting that user feedback is displayed without direct verification paths for every rating. The signup page also triggers a trust\_theatre\_flag due to the absence of content while still maintaining meta-claims of being 'ad-free' and 'on-demand'. External proof paths are limited to trailers rather than third-party critical aggregators.

### EVIDENCE: PROOF DENSITY

The proof density is high regarding product existence but low regarding external validation. For every show mentioned, there is a detailed summary and a trailer link, which serves as internal proof of the content's existence. However, the site lacks external authority markers such as award wins (Emmys, Golden Globes) or links to critical reviews, relying instead on its own 'Top 10' internal metrics.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

The site uses industry-standard clichés such as 'Hit Movies', 'Bold Storytelling', and 'Boundary Breaking', which could easily be applied to competitors like HBO or Netflix. Boilerplate sections like 'Browse STARZ' and 'Sign Up + Stream Now' follow a generic template pattern common to subscription video on demand (SVOD) platforms. However, the unique intellectual property listed (Power, BMF, P-Valley) prevents the value proposition from being entirely copy-pasted.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

7

47% Reputation

### DIAGNOSIS: AUTHORITY GAPS

A significant technical gap exists as the H1 tag is missing across all analyzed pages, which is unexpected for a brand of this scale. While the site references specific actors and directors in its show descriptions, it fails to utilize Person schema or sameAs links to establish their digital footprint within the structured data. The schema is limited to a basic Organization type with a single customer service contact point.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site avoids grandiose corporate performance claims, focusing instead on product availability. The claims of 'Boundary Breaking' are subjective marketing, but the site provides the actual content to allow the user to judge. There is a disconnect between the claim of a 'special offer' and the lack of transparent pricing on the sub-pages provided in the crawl, though the homepage does specify a '\$5/Month' price point.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Arts, Culture & Entertainment Reputation: STARZ (starz.com)**

**Reputation: 69 / 100**

### INDUSTRY CLASSIFICATION

The site perfectly aligns with the Arts, Culture & Entertainment industry, specifically functioning as a digital streaming platform for original series and feature films. The presence of trailers, genre categories, and release dates (e.g., 2026) confirms its role as a content distributor.

*"The score of 69 is driven primarily by technical authority gaps (missing H1s, basic schema) and moderate trust theatre (reviews without verification paths). Information density and semantic coherence are strong, which keeps the overall BS score in the 'Low' range."*

### ANALYSIS DISCLOSURE & SOURCE ATTRIBUTION

This analysis is part of a non-adversarial audit conducted by 1 Euro SEO. The results are intended as professional feedback to help improve any website's machine-readability and authority signals. The evaluation is free, and any company can request a fresh audit at any time.

Any company can use the insights for free and improve its voice. When a company has updated its content, it can always submit a new audit request, which will be reflected in a new current score.

You are encouraged to visit the live site at <https://starz.com> to view the most current version of its content and see directly what this company is about and what it offers.

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Verified Analysis Date: June 19, 2026

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